

NEW YORK UNIVERSITY

WASHINGTON SQUARE
NEW YORK 3, N.Y.

OFFICE OF THE
VICE PRESIDENT FOR
UNIVERSITY RELATIONS

September 14, 1964

Dear Larry:

I think Richard Robins is a little
in front of his interference. The story is
a good one nevertheless.

Sincerely,



Thomas P. Robinson

Mr. Lawrence J. Hollander
South Hall
University Heights

RECEIVED

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SCHOOL OF ENGINEERING
AND SCIENCE
EVENING DIVISION

NETWORK NOVICES AT N.Y.U.

Determined Youngsters at Morningside Heights' Studios
Prepared All Summer for Start of New Season

By ALBERT ASHFORTH

WHILE the long, hot days of summer were offering most college students the opportunity to acquire a sun-tan and reread "Moby Dick" in its entirety, a group of enterprising and determined New York University undergraduates were spending the summer much as they spent the winter—in the basement of McCracken Hall on the university's uptown campus.

As members of the staff of WNYU, the university's uptown radio station, they were taking advantage of the summer lull in their broadcasting schedule to install a third studio to their somewhat cramped broadcasting quarters and make final preparations for the start of their 16th season of broadcasting due to begin this fall.

Not as Hectic

"Activity here this year is not as hectic as it was last year at this time," said Richard Robins, a member of the station's staff. "Just a year ago we were ironing out details for the New York University Radio Network."

The network, an unusual innovation in college radio broadcasting, marked the completion of its first season of broadcasting in June. The hookup, which may be the only one of its kind in the country, joins the uptown studios of WNYU with those of WQAG, the university's downtown station situated on the Washington Square campus 12 miles away.

Both stations operate on carrier current at 800 kilocycles and transmit to dormitories, cafeterias and lounges on the two campuses. They are joined by a wire leased

from the New York Telephone Company.

According to Mr. Robins, it is possible that the success of the operation may lead to New York University acquiring an FM station in the not-too-distant future. University authorities have approved the idea, and experimental test transmissions are scheduled for the middle of next year.

FM Application

"Providing everything goes well," Mr. Robins said, "the university will then formally apply to the Federal Communications Commission for a station on the educational band. If the application is approved, we will become the third university FM station in the city. Since the stations are now limited to on-campus transmission, only about 2,000 of the university's 40,000 students are actually serviced by the network. With an FM outlet, our broadcasts would become available to the entire student body."

Programming is naturally directed toward the university community. But the young broadcasters—both students and graduates—are just as conscious as any commercial broadcaster to insure that their programs obtain the widest possible audience.

Annual Survey

"We conduct an annual survey," Mr. Robins said, "to see what our listeners prefer. Latest trends seem to be toward less jazz and popular music and more in favor of classical music and special news programs. One of our highest-rated programs this year was a news special examining the cause of a rise in tuition."

"Our most popular regular

feature was the university's basketball games. We provide exclusive coverage of all home games and most road games. This year interest in the games was especially strong since N.Y.U. advanced to the regional finals of the National Invitation Tournament."

Altogether WNYU and WQAG employ over 100 students in engineering, announcing and administrative posts. WNYU, which was founded in 1949, was initially staffed by returning veterans who had acquired extensive knowledge of radio and broadcasting techniques in the service. Over the years much of the equipment has been donated by local commercial broadcasters. Although no famous performers have begun careers with the station, many people in the technical side of radio began at WNYU.

Second Year

WQAG, which began broadcasting in 1955, is staffed primarily by members of the Communications Arts Department, most of whom intend to pursue careers in the entertainment world. Since the university's engineering school is on the uptown campus, the recent hookup was a happy marriage of performing and technical talent.

By now, the young broadcasters should be well aware of a fact that is only too well known to commercial broadcasters—that operation of a radio station is a full-time, year-round job. "We'll be back on the air again in September," Mr. Robins said. "We'll begin broadcasting with our usual first program—the president's orientation address to incoming freshmen."